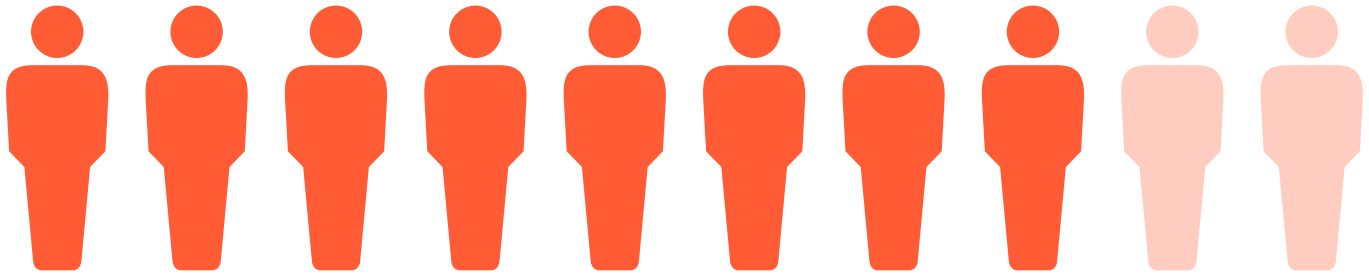


HubSpot x Jasper

Using Generative AI to Scale Your Content Operations





Eight in 10 marketers say they plan to create more content next year than they did this year, according to Parse.ly's 2022 [Content Matters](#) report. This is both a staggering figure and one that's not surprising for content creators — it's what they've grown accustomed to.

Every year, content demands rise and diversify, but the strategies behind how new content is built don't change much. When businesses needed to invest in more videos and podcasts, content teams adapted. When longer-form LinkedIn thought leadership grew in popularity, creatives stepped up to the challenge. Content producers can build great content quickly, but they also feel the strain of creating assets without much time to take a breath. Advancements in content forms can be great for marketing teams, but rarely are there advancements that give creators more time to avoid burnout or ideate better.

Now, generative AI is here, and it's positioned to be one of these time-saving tools.

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The immense strain that content teams are under to keep up has been a driving force behind the adoption of AI by the enterprise.

And this implementation aims to give enterprise content teams and professionals more time to generate novel ideas by reducing the time it takes to execute them. Let's take a look at how AI is improving content operations and how creative teams can use it to streamline their workflows.

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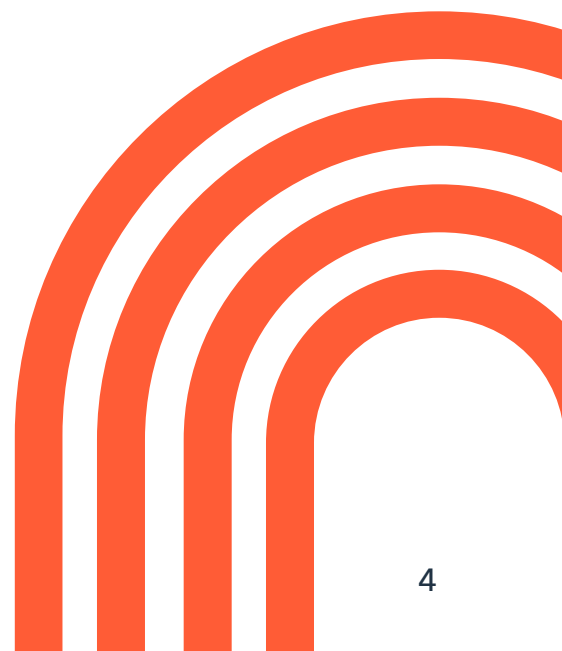
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What is Generative AI?

Generative AI is a type of artificial intelligence that can take human inputs and create something entirely new, like art, writing, video, or audio. Given a prompt, it generates a new creation. Generative AI learns by leveraging natural language learning models and consuming content. It picks up patterns in those language models and leverages them to complete thoughts or repackage ideas provided by a human. Because it makes conveying ideas easier and faster, generative AI has the potential to be a transformative technology for productivity and creativity.

Here's how the process works: Large language models are given a string of text and predict the most likely next word. These models consume a huge portion of the information on the internet — about 10-20% — giving them a baseline of context on various topics in various languages. Through exposure to this large amount of content, the models learn how humans naturally speak, write, and create things like art. They then complement that baseline with whatever prompt or context you give it. As you give the AI models more context, their outputs become better.

The two main models used in generative AI are natural language processing (NLP) and artificial neural networks (ANN). NLP models use rules to learn from existing text, while ANNs use data to create new relationships between elements.



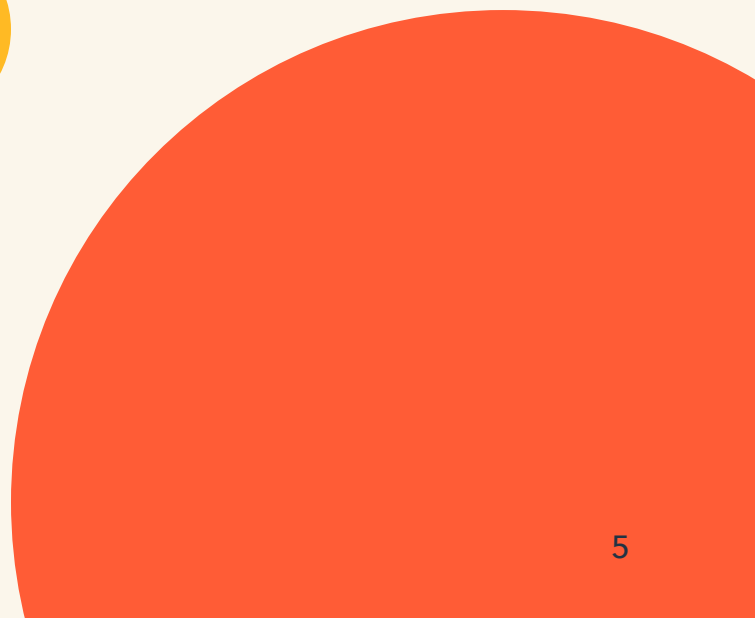
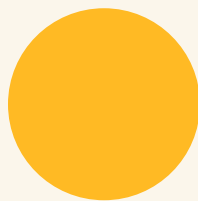
Accessing Generative AI

Generative AI can be accessed directly through a large language model or an AI application like [Jasper](#). Applications like these pull from multiple AI models with a specific use case in mind. They select the right models for the right circumstances and combine them to serve the user's needs more effectively.



Over the next few years, there will likely be an emergence of a wide variety of AI models with varying strengths and specializations. Application layers will also evolve and deepen in functionality, in addition to using data to fine tune their models and create increasingly efficient outputs.

That's how the technology behind generative AI works, but it's much more intuitive in practice. As a creator, you can use AI as an assistant to help you convey your ideas simply by giving it prompts.



All About Prompts



Prompts are the input that people give the AI to set the direction for what it generates. Prompts themselves are just natural language, i.e., the normal speech patterns that humans use in everyday communications, so the barrier to entry is low. But there is skill in developing great prompts that determine the quality of an output that AI can generate.

Below are a set of prompts put into [Jasper](#), a generative AI tool, and the results they create. In the examples below, the human-created prompts are in bold, and the AI output is in italics.

Write a sentence on Audre Lorde.

Audre Lorde was an influential American writer, poet, and civil rights activist who spoke powerfully about race, gender, and sexuality.

Explain the difference between a data breach and a hack.

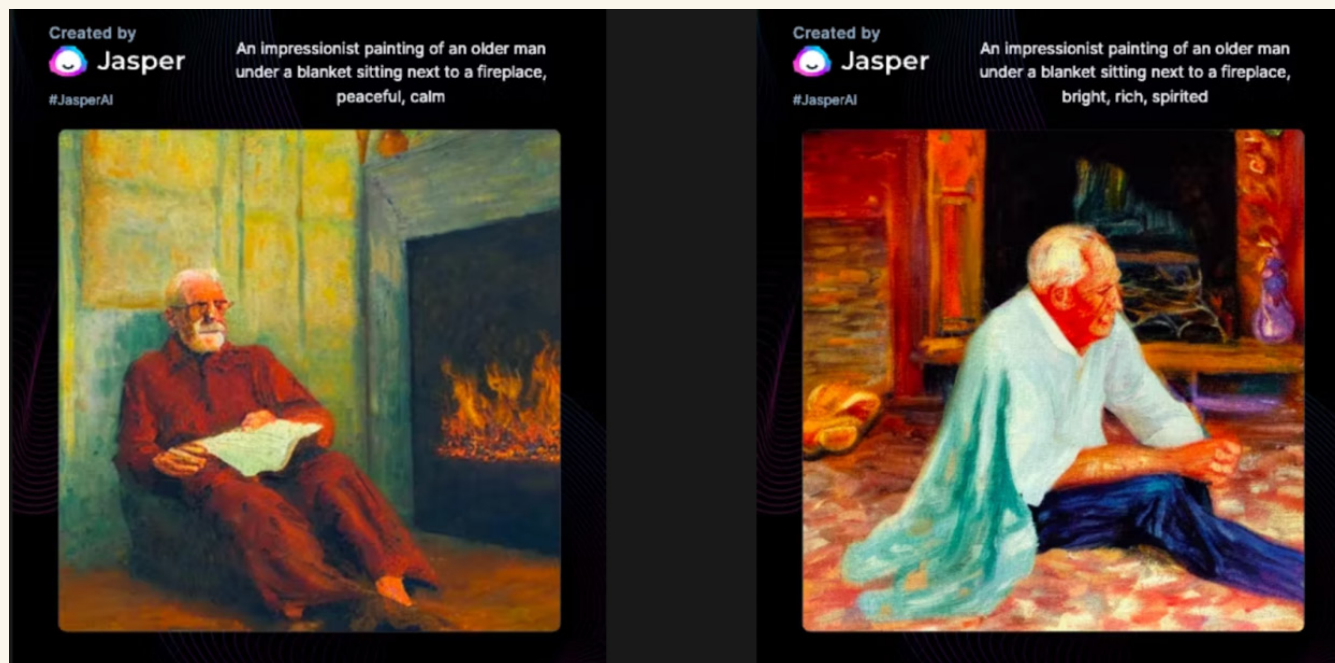
A data breach is an incident where sensitive, confidential, or otherwise protected data has been accessed by an unauthorized user. A hack is an attempt to exploit a system's vulnerabilities in order to gain access to information or disrupt its operations.

Do you gear your content teams toward written how-to content optimized for search or thought-leadership and entertainment geared to spread via social media and word of mouth? Rephrase my last sentence.

Are you optimizing your content teams for search engine visibility through how-to content or aiming to spread thought-leadership and entertainment via social media and word of mouth?

Prompts can be simple, but they are best when they are intentional.

Below is an example of how slightly different prompts can create significantly different outcomes in a text-to-art generator.



As you can see, simply changing the keywords from “peaceful, calm” to “bright, rich, spirited” creates an entirely different feel to the outcome. Alterations in prompts can be made to the core directive (“write the next line”, “rephrase this line”, “extend this paragraph”), descriptors you add to the directive (“peaceful”, “colorful”), tone of voice (“witty”, “educational”, “dry”) inspiration (“in the style of Salvador Dali”, “in the voice of Oprah”) and more.

Now that you’ve got the basics of how AI works and some terminology, let’s explore how you can use generative AI to scale your marketing and content strategy.

Using Generative AI in Marketing and Content Strategy

Generative AI can be used in a wide range of scenarios — from generating custom marketing copy and creating images for a website to creating product descriptions and writing blog posts. It can also be used to repackage your existing content into a full campaign or translate an idea into different languages. Let's spend some time on the most common uses of AI assistance for marketers.



Generate Ideas

If you're looking for new ideas, generative AI can be a great way to jump-start the ideation process. While it's not going to come up with the next big idea on its own, it can help you get over that first hurdle of getting ideas down on paper.

For example, if you're an insurance company looking to come up with blog angles you can give the AI a few prompts to inspire you. Below, you'll see the prompt in bold and the AI generated ideas in italic.

Give me ideas for blog posts on short-term disability insurance.

- *How to Understand Short-Term Disability Insurance*
- *What You Need to Know About Short-Term Disability Coverage*
- *Maximizing Your Benefits with Short-term Disability Insurance*
- *Planning for the Unexpected: Protecting Yourself with Short-term Disability Insurance*
- *Understanding the Different Types of Short-term Disability Policies*

You may only like one of these angles, but regardless, AI offers a head start.



Simplify Complex Ideas or Wordy Text

Maybe being a prolific writer isn't your problem, but brevity is. You can use generative AI to take something you wrote and simplify it to a different reading level or a more streamlined format, as shown below.

Simplify my last paragraph.

Use AI to make long-winded writing shorter or simplify complex topics.

If you have a penchant for elaborate sentence structure, AI can help you be a little less periphrastic.



Create Accompanying Visuals

Stock photo sites are often the very definition of a wild goose chase. You spend valuable time hunting for the perfect image for your blog post or ebook and end up with results that are subpar or too expensive. Then, you finally pay for a few images only to be haunted by all the other places you see those same photos used online. If you don't have a design team or are looking for new ideas for visuals, generative AI can be a great option.

You can describe the image you want and tweak things like style and medium to help generative AI give you options that fit. Each of those options will be original, and you don't need to buy the rights to use them.



Synthesize Research

While you're not going to have an AI tool run a research study on its own, generative AI can take pages of research you've completed, like customer interviews and qualitative studies, and summarize them into key takeaways and an executive statement. If you have a lot of data, you can use generative AI to help you make sense of it all and find patterns that you may have missed. Just be sure to have your logic hat on to review the results for accuracy and ensure all your key points are there.



Break Through Writer's Block

So often in writing, we start strong on a piece of content then lose steam or get stuck on a key transition statement. If you're feeling stuck, you can use generative AI to help you get over writer's block... Like what's happening right now. This paragraph could use a transition line from this point. Help me out, AI...

Give me a transition line from the last statement.

Now that I'm past the writer's block, I can finish up this ebook.

Nice.



Turn a Post into a Full Campaign

“

Good channels eventually become saturated, and it's too risky if your marketing is solely based on one channel. If it goes away or stops working for your business, it will crumble you. You can't control algorithms, and you can't always predict costs. Focus on an omnichannel approach... You need to eventually try and leverage all of the major marketing channels.”

Neil Patel,

Co-founder of Mixpanel

The proliferation of channels is a good thing for content discovery but a bad thing for overworked marketers. With generative AI, you can build an entire multi-channel campaign by starting with one piece of content, which you adapt to different formats and lengths. If you are turning a blog post into an ebook, AI can expand on your topic for you. Then it can build a few social media posts for you based on longer-form content.



Test Ad and Landing Page Variations

Generative AI can help you create ad and landing page variations without having to design a dozen versions yourself. After you've written one source page or ad, ask AI to produce three, nine, or even more variations.



Lead Nurturing Sequences and Sales Outreach

Like blog posts, email sequences can be time consuming to generate. Generative AI can help you accelerate the creation of lead nurturing sequences, adapt your tone, and personalize sales outreach. You can input data about your leads and customers, and the tool will turn it into customized content for each person based on their needs, interests, and interactions. It's important to note that the AI tool will not do its own research on your leads, but it will turn your research into cohesive and tailored insights.

Help With Language Barriers

Having great ideas but being unable to properly convey them in a different language is a major challenge many creators across the world experience. Generative AI can help creatives, entrepreneurs, and businesses create content in other languages by translating text and adjusting it to sound more natural in a targeted language. While not a complete replacement for localization and cultural adaptation across global communities, AI can certainly accelerate that process.

All the functionality mentioned thus far is still in its early days, but it's developing quickly. As it does, we'll see more marketers taking advantage of its capabilities to create better content, faster.

Limitations of Generative AI

Generative AI is still in its early stages and wasn't meant to do everything, so there are some limitations that need to be taken into account when using it. Notably, any AI system is only as good as the data it consumes and works with. As a result, there may be biases or errors reflected in some generated content. This is where the critical role of human creators comes in and why AI should never be a replacement for a writer or editor.

AI can do a lot, but here's what it cannot do (at least right now):

- **Original research:**

AI can't conduct original research or conduct analysis. In general, AI written content is pretty surface level, so you'll need to bring the substance and research to deepen your pieces.

- **Fact checking:**

Ask AI for Taylor Swift's latest album, and it may say "Folklore". You must fact check your AI-generated content.



- **Provide lived experience:**

AI mimics humans, but it can't touch lived experience. So put your own lived experience and perspectives in your pieces.

- **Ensure quality:**

AI simply lays logical words down on a page. Taste and quality are not accounted for in its generations. This is why humans are essential to the AI equation. AI will help writers spend less time writing, and they should reinvest that time into ideas, quality control, and editorial strategy.

Word of Warning: Bias in AI

AI works by consuming content prompts and natural language models. This may seem silly to say, but it's important to recognize: As a piece of technology, generative AI does not have a conscience, a sense of morals, or historical context. Therefore, AI-assisted content can contain biases.

To prevent this, many language models and applications have built-in content filters for both text and image generation that prevent the use of certain terms. While those filters should catch the most extreme cases of misuse, they're not infallible. Human creators and editors are essential to ensuring that AI-assisted content is inclusive and thoughtful.

Malicious prompts are not the only source of bias. Bias can be the result of narrow source materials for training AI. Initiatives like [AI4ALL](#) are working to feed AI a broader range of content for source material that reflects the diversity of our world.

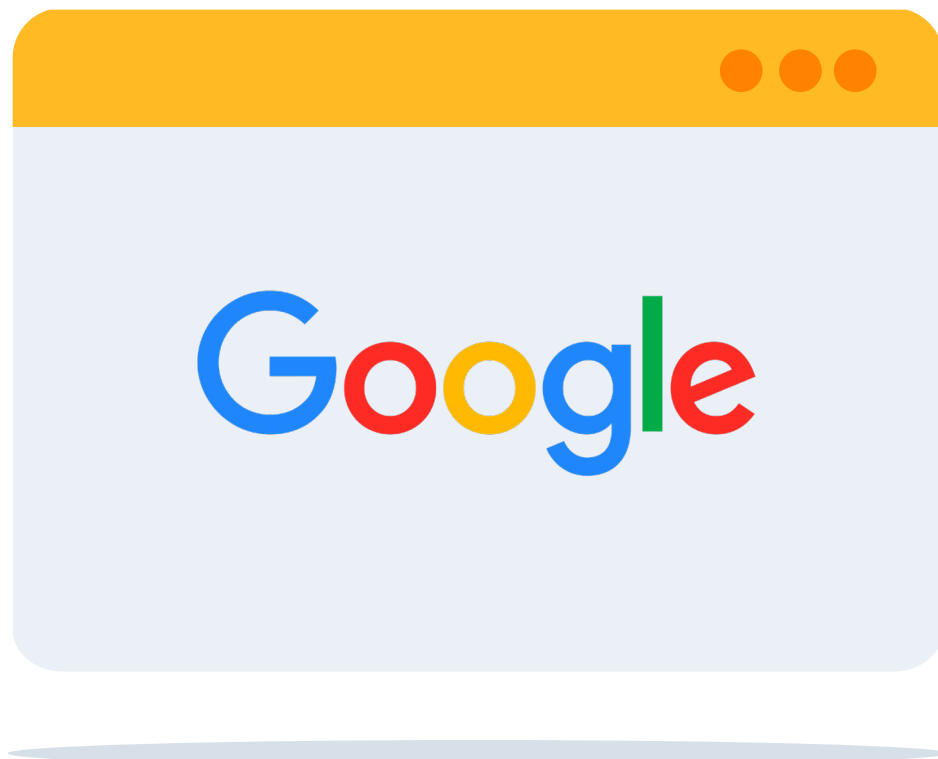
Overall, generative AI can be used to create content more efficiently and quickly by automating certain tasks. However, it should not be seen as a replacement for human creativity, research, or judgment. This is why discussions of AI vs humans are moot.

AI is simply a tool to accelerate human creativity.
People are the creators.

Does Google Penalize AI Content?

In 2022, Google came out with a helpful content algorithm update that discouraged excessive use of automation for content creation. This change led many to wonder whether using AI in writing would lead to poor rankings. After some clarification and investigation, it became clear there is no stated penalty for using AI — simply a penalty for using it poorly. Google penalizes low-quality content no matter who or what wrote it. If AI-written content is low quality and doesn't help readers, it'll get dinged just like poorly written human-made content was penalized long before this advanced technology existed.

Nothing inherent about the way AI content is written leaves a fingerprint, but any reader can suss out shallow writing. So don't take a set-it and forget-it approach to writing with AI assistance. Use the time that an AI content platform gives you back to invest more in research, original ideas, and the substance behind your words; then, your content should do well.



Is There a Risk of Plagiarism with Generative AI?



To understand why the risk for plagiarism with generative AI is low, you have to first understand the mechanism behind it. This technology is trained by consuming large parts of the internet. But it doesn't just pull phrases and regurgitate what it reads. Instead, the AI uses what it learns about natural language and lays down probable words one by one.

With the Jasper platform, for example, there are safeguards that reduce the likelihood of plagiarism. [Jasper's documentation](#) goes into more detail:

“

Not only do you not need to worry about plagiarism of existing content on the internet, but you also don't need to be worried about getting the same output as other Jasper users. Even if you enter the EXACT same input as another user (highly unlikely), Jasper will almost certainly not return the same output. However, in our tool, we've included a plagiarism checker to give creators peace of mind. That tool has shown that in the billions of words written by Jasper, they have been 99.98% plagiarism free.

If plagiarism sneaks into an article, it's most often because the human writer pulled source material from the internet and forgot to change or delete it.

Rolling AI Out Across Your Team

Incorporating AI into your marketing team can have an immediate and major impact on your team's productivity and speed-to-market on content initiatives. While the technology itself is not hard to operate, understanding its best use cases and the role that creators and editors have when employing AI is worth the time and training.



Integrate AI into the Workflow

The point of AI is to reduce the time it takes to create. Use a [browser extension](#) or content platforms with AI built in to integrate generative AI directly into the places where your team works.



Hold a Training Session

As mentioned before, using AI is astoundingly easy, but using it well takes training, experience, and intent. Whether you use this guide to train your team or enroll them in a free [AI for Business](#) training program, some onboarding will be helpful to ensure your team is thoughtful and efficient in how everyone uses AI. Like digital photography when it first came on the scene, using generative AI efficiently to drive results is a creative skill that takes time to develop.



Track Your Outcomes

It's a good idea to keep track of how AI is performing in your company. How many average hours are saved per each content asset that's built? How well is the resulting content performing? Are you rising in search rankings? How are ad variants doing? This is an entirely new space and needs pioneers. Learning early and adapting to changing tides can give you a competitive advantage.

Final Thoughts: This is Just the Beginning.

Generative AI has the potential to revolutionize how content creators develop their ideas and create new work. History has repeatedly shown us that when you remove barriers to generating and conveying ideas, periods of immense productivity follow.

There's still a lot to learn and improve about the technology. New standards will be set for AI's use cases. But Generative AI is on its way to drastically evolving how content teams operate and businesses grow.

Want to give generative AI a spin?

Jasper is an artificial intelligence platform that helps marketing and sales teams break through writer's block, create original imagery, and repackage content into different formats, tones, and languages.

[Try Jasper for free](#)

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